



TFW

Docket No.: 1341.1091

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re the Application of:

Masaki HIRAGA

Serial No. 09/839,138

Group Art Unit: 3622

Confirmation No. 1608

Filed: April 23, 2001

Examiner: YOUNG, JOHN L

For: METHOD OF AND APPARATUS FOR PROVIDING POINTS BY RELATING KEYWORD
RETRIEVAL TO ADVERTISING, AND COMPUTER PRODUCT

RESPONSE TO REQUIREMENT FOR INFORMATION UNDER 37 C.F.R. § 1.105

Commissioner for Patents
PO Box 1450
Alexandria, VA 22313-1450

Sir:

This is in response to the Requirement for Information mailed April 29, 2005, having a
period for response set to expire on June 29, 2005.

In the Requirement, the Examiner requested that Applicants provide information that the Examiner believes is "reasonably necessary" to the examination of the application. In particular, the Examiner stated:

The information is required to identify products and services embodying the disclosed subject matter. The specification on page 1 cites **Alta Vista** and **Double Click** as prior examples of "auctioning a retrieval keyword" and on page 2 cites **Cyber Agent** and **On the Edge** as prior example of "acquiring a priority display frame for keywords that advertisers want." The Examiner requests that the Applicant supply all known articles, references, and information pertaining to the four cited examples and any similar products and services found in the prior art as both of these features are materially pertinent to the Applicant's claims.

Enclosed herewith are copies of web pages from websites in response to the request by the Examiner. The information is printed in the Japanese language.

Applicants respectfully submit that all information is being provided herein for the sole reason of responding to the Examiner's Request. Although the Examiner requested that Applicants provide information "found in the prior art as both of these features are materially pertinent to the Applicant's claims," Applicants submission of the above-identified information should not be construed as an acknowledgement or admission that the above-identified information is pertinent or related, in any manner, to Applicants' invention.

Further, the information in no way represents an admission that any of the information listed herein constitutes prior art with respect to the subject application. Unless and until such prior art status is established, the information supplied herein is not a request that the information be printed on the face of any patent issuing from the subject application.

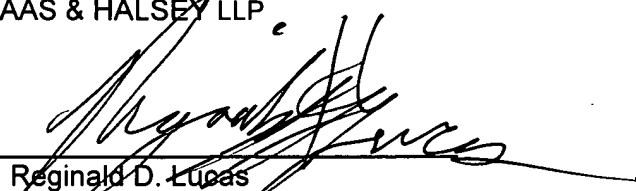
If any further fees, other than and except for the issue fee, are necessary with respect to this paper, the USPTO is requested to obtain the same from deposit account number 19-3935.

Respectfully submitted,

STAAS & HALSEY LLP

Date: 29 Jun 05

By:


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